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Dated: November 5, 2009
Electronic Signature for David A. Lovell: /David A. Lovell/

Docket No. 92717-00363USPT
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
David Ian Houlding et al.

Application No. 10/830,175

Confirmation No. 7727

Filed: April 22, 2004

Art Unit: 2442

For: SYSTEM AND METHOD FOR
CUSTOMIZING A CORE PRODUCT

Examiner: R. B. Harrell

AMENDMENT AFTER FINAL ACTION UNDER 37 C.F.R. 1.116

MS AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY COMMENTS

In response to the Office Action dated August 18, 2009, finally rejecting all pending claims, please amend the above-identified U.S. patent application as follows:

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 3 of this paper.

Remarks/Arguments begin on page 8 of this paper.